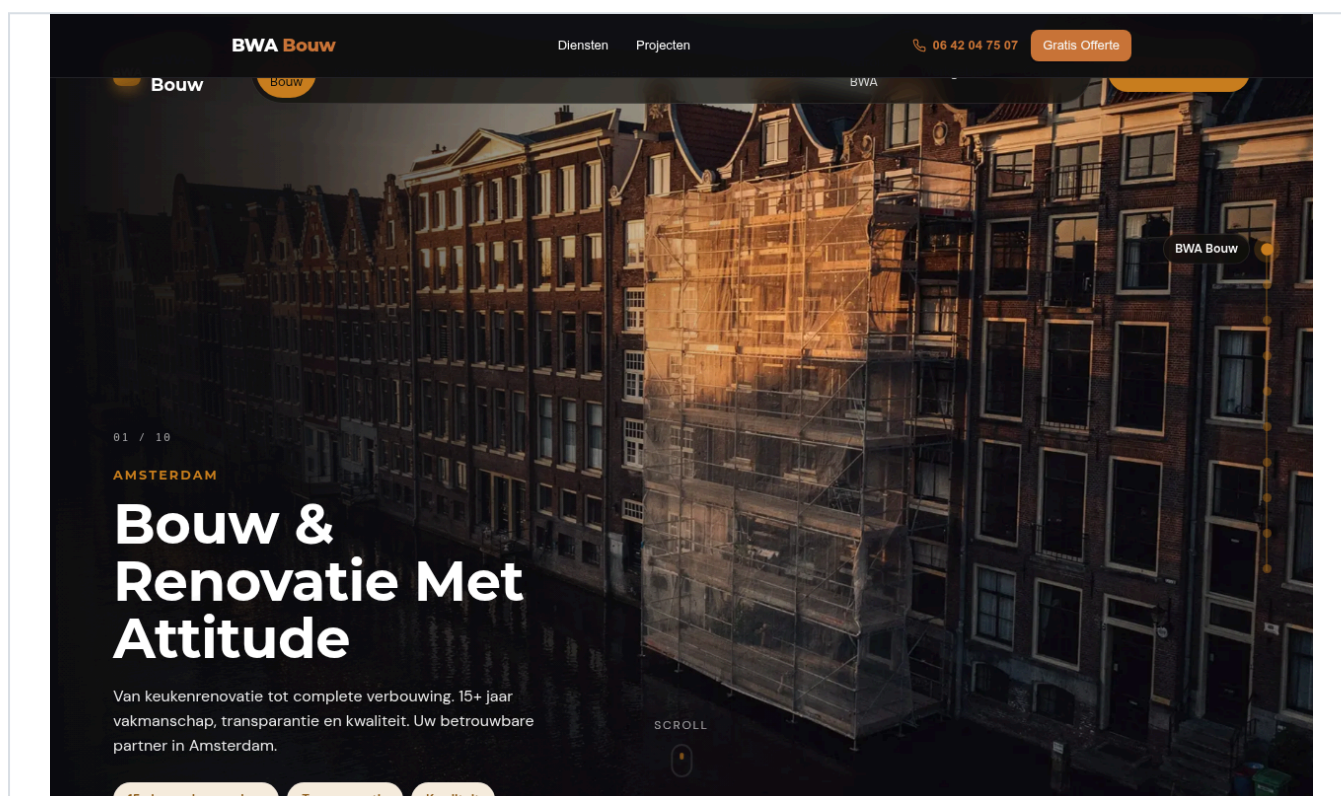




Search Visibility Audit bwabouw.nl

Full-site crawl · ranking position · keyword opportunity · corrected page copy



AUDITLODGE · bwabouw.nl

Prepared 31 August 2026 at 21:08

Vitadefence Ltd, UK company 15979768

Every figure in this document was measured on the live site and the live Google index on the date above. Nothing is estimated by hand.

1. The verdict

The site is not broken. It is invisible.

It holds no page-one positions, and 0 of its own links and pages are dead ends.

bwabouw.nl does not yet rank for any organic keyword we could measure. Roughly 0 visits a month arrive from search.

2

PAGES CRAWLED

2

ISSUES FOUND

0

WINNABLE KEYWORDS

0

MONTHLY SEARCHES AVAILABLE

The speed dashboard

240ms

RESPONSE SPEED

1.9s

LARGEST CONTENTFUL PAINT

Your grade: A — 90.0 out of 100. Findability not measured · Condition 90.0. Findability asks whether anyone can find you; condition asks whether the site itself is in order. The fixes in this report are the route to moving both.

The crawl read 2 pages against the 2 addresses the sitemap listed when the crawl ran: 2 answered normally, 0 were missing, 0 redirect permanently and 0 redirect temporarily.

2. Where you rank today

The site holds no measured search positions yet. That is the normal starting state of a new domain: nothing to list here is a measurement, not a gap in the audit. The winnable phrases later in this report are where its first positions come from.

AI answers. On the 2 ranked searches measured, this site is not yet cited inside Google's AI Overviews.

Who Google puts above you — 20 rivals, named

The sites Google actually ranks for the searches this site competes on, with the searches they share and the traffic those positions earn them. These are not necessarily rivals in business — forums, marketplaces and magazines appear here because they hold the page-one spots for the searches your customers type.

Nobody here is talking about you; they are simply standing where you want to stand, and every position they hold is one a customer finds before yours.

Competitor	Avg. position	Shared searches	Est. monthly visits
bwa-nederland.nl	1	1	79
badhoeve.nl	1	1	51
linkedin.com	6.5	2	29
bwagroupplc.com	2	1	42
ensie.nl	3	1	25
werkspot.nl	3	1	16
instagram.com	13	2	11
bwa.it	4	1	17
dutchgrammar.com	5	1	12
bouwgarant.nl	5	1	7
bwa-me.com	6	1	8
bouwnu.nl	6	1	5
facebook.com	24.5	2	4
investing.com	7	1	6
spotify.com	8	1	5
adhocdata.nl	8	1	3
bwainvest.sa	9	1	3
aannemer-nu.nl	9	1	2
wikipedia.org	23	2	0
bwabouw.nl	42	2	0

The live results for the top searches

Read from the live results page for each search: whether Google shows an AI answer above everything, and who holds the first organic spot.

Search	AI answer shown	First organic result
bwa	yes	www.bwa-partners.nl
badhoeve bouw	no	www.badhoeve.nl

3. What the crawl found

Every one of the 2 crawled pages was checked. 2 individual faults were recorded, each with its fix in the appendix.

2 of the 2 faults are the same repeating pattern — Meta description too long. That is not 2 separate problems; it is one habit in the template. Correct the pattern once and most of this table disappears in a single change.

Fault	Severity	Pages affected
Meta description too long meta-description-too-long	INFO	2

4. Dead ends

No broken internal links and no dead URLs were found on the crawl.

5. Pages competing against each other

No two pages share a title on this crawl.

6. Why the pages do not rank

There are no measured search phrases to pair pages against yet. This section fills in once the site holds its first measured positions.

7. The opportunity, measured

No phrase passed the winnable tests on this measurement: the site does not yet hold keyword rankings to build the opportunity from. Re-run the audit once the first pages are live and this section fills in with measured figures.

8. What has already been rewritten for you

2 live, indexable pages carried a meta description that ran past the 155-character snippet. Every one has been trimmed to fit, using the page's own facts — no new claims, no new numbers.

2

DESCRIPTIONS REWRITTEN

154

LONGEST NEW DESCRIPTION

0

STILL OVER THE LIMIT

Before and after

Page	Now	Rewritten
/	Van keukenrenovatie tot complete verbouwing. 15+ jaar vakmanschap, transparantie en kwaliteit. Keuken, badkamer, vloeren, dakwerken, tuin en schilderwerk. Amsterdam & Omgeving en heel Nederland. Bel 06 42 04 75 07. 214 characters	Van keukenrenovatie tot complete verbouwing. 15+ jaar vakmanschap, transparantie en kwaliteit. Keuken, badkamer, vloeren, dakwerken, tuin en schilderwerk. 154 characters
/projecten	24 foto's van opgeleverde badkamerrenovaties door BWA Bouw in Amsterdam & Omgeving. Sanitair, tegels en leidingwerk met premium materialen. Geen voorbeelden — echt werk. 169 characters	24 foto's van opgeleverde badkamerrenovaties door BWA Bouw in Amsterdam & Omgeving. Sanitair, tegels en leidingwerk met premium materialen. 139 characters

2 of 2 shown. The complete set is in Appendix A and as a CSV ready to import.

9. What the AI assistants say about your market

Search is no longer only a list of ten blue links. People ask an assistant, and the assistant answers with a handful of businesses and a handful of sources. This section is that answer, measured — not guessed.

These numbers move. Unlike a page count, what an assistant names changes week to week as it re-reads the web. A different number next month is the measurement working, not the measurement being wrong. That is exactly why we take it again at your re-check.

The short answer

The assistants returned no combined total for this market yet.

Your own numbers

The assistants' own tally for this site came back empty on this run. The count in section 1 is a different measure - the assistants' own mention index - and the live answers there are the ones we asked for and read.

Who the assistants name

We asked, and in this market the assistants named nobody consistently enough to report. That is the honest answer, and it means the space is open.

Which sites they cite instead

No site was cited often enough to name. Nobody owns this answer yet.

Which pages the assistants quote

No page was quoted often enough to name. Nothing to copy yet — and nothing standing in your way either.

What kind of business they name

The assistants did not settle on a category for this market.

The mentions themselves

No individual mention came back for this market, so there is nothing to show you underneath the counts.

Before now

There is no history for this market before today, so this report is the baseline itself.

What has moved

This is the first time we have measured it, so there is nothing to compare against yet. Your re-check in thirty days is the comparison.

One honest limit: the assistants' mention counts are available for the United States and English only. Outside that, the figures above are the Google assistant's half of the picture.

Appendix A — all 2 rewritten descriptions

Page	Was	Rewritten (character count)
/	214	Van keukenrenovatie tot complete verbouwing. 15+ jaar vakmanschap, transparantie en kwaliteit. Keuken, badkamer, vloeren, dakwerken, tuin en schilderwerk. (154)
/projecten	169	24 foto's van opgeleverde badkamerrenovaties door BWA Bouw in Amsterdam & Omgeving. Sanitair, tegels en leidingwerk met premium materialen. (139)

Appendix A — method

Step	What was done
Crawl	Full site crawl on the audit engine's own crawler: 2 pages read, 2 listed in the sitemap.
Faults	2 rows, pulled per fault type so nothing was truncated.
Rankings	0 ranked keywords with live positions, measured, not estimated.
Keywords	0 keyword rows measured for this site; 0 pass the winnable tests.
Rewrites	2 descriptions regenerated from each page's own text, 0 over the 155-character limit after rewriting.
Coverage	The full audit: every measurement tool on our engine ran against this site. The only checks not included are the two that need the site owner's own Google Search Console sign-in, which no outside audit can reach.

Report generated 31 August 2026. Crawl reference 20260831-210825-c69182.

Appendix B — every fault, page by page

Each fault the whole-site crawl found, with the exact fix. The fault is shown in red, the fix in green — apply the green.

Meta description too long — 2 pages

Page	The fault	The fix
/	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.
/projecten	INFO Meta description too long	Trim the description to roughly 70–160 characters while keeping the core message and call to action.

Appendix C — what this report drew on

Every figure in this report was bought fresh for this run on 31 August 2026. Nothing was reused from an earlier audit, nothing was estimated by hand, and where a measurement could not be taken the section that needed it says so in plain words.

Your action plan — step by step

Everything measured in this report comes down to the steps below. They are in priority order, and each one is already sized from your own data. Work through them from the top.

1. **Apply the 2 rewritten descriptions.** Supplied ready to import.
2. **Measure monthly.** Re-crawl and re-check so the work is proven, not assumed.

Who does this? Hand this page to your web developer or any SEO provider. Every step names the exact pages, phrases and fixes from this report, so there is no guesswork and nothing for them to research — they can action it straight away.

What the words in this report mean — in plain English

You do not need any of this vocabulary to follow the plan above. But if a word in this report made you frown, here is what it means, in plain English.

The word	What it actually means
Backlink	another website putting a link to yours on one of its pages. Search engines read each one as a small vote of confidence — links from real, respected sites help you; links from spammy sites can hurt you.
Meta description	the short sentence under your name in a search result. It does not change your position, but it is your shop window — a clear one gets more of the people who SEE you to actually CLICK you.
Title tag	the blue headline line of your search result, and the words on the browser tab. Search engines weigh it heavily when deciding what your page is about.
Keyword	any phrase people type — or say — when they search. “emergency plumber newark” is a keyword. This report measures the ones your site already appears for, and the ones within reach.
Search volume	how many times a month people search that exact phrase. High volume = a busy street; zero volume = a street nobody walks down.
Keyword difficulty	a 0–100 score of how hard it is to reach the first page for that phrase, based on who already holds it. Low numbers are winnable fights.
Ranking / position	where your page sits in the results list for a search. Position 1 is the top of page one; position 11 is usually page two, where very few people ever look.
AI mentions / citations	when an AI assistant (ChatGPT, or the AI answer box at the top of Google) names or quotes a website in its answer. More people ask AI instead of searching every month — being the site the AI cites is the new page one.
AI search volume	how many times a month people put a question to AI assistants rather than typing it into a search box — measured per question.
Broken internal link	a link on your own site that points to a page that no longer answers. Visitors hit a dead end; search engines waste their visit on it.
404	the error code a server sends when a page does not exist. A visitor sees a “page not found” screen — and usually leaves.
Redirect	an automatic forward from an old address to a new one. Sensible when a page moves; a problem when they chain or point at dead ends.
Sitemap	a file on your site that lists every page you want search engines to know about — the map you hand the crawler at the door.
Crawl / crawler	the automatic visit a search engine pays your site, following every link and reading every page. What it cannot reach, it cannot rank.
Indexable	whether a page is allowed into the search engine's library at all. A page blocked from the index can never appear in results, however good it is.
Canonical	a tag that tells search engines which address is the “real” copy of a page, so two versions of the same content do not compete with each other.
Alt text	the written description attached to an image. Screen readers speak it, and search engines read it — an image without it is invisible to both.

Page speed (LCP)

how long the main part of your page takes to appear. Google measures it as LCP — “largest contentful paint” — and slow pages lose both visitors and positions.
